Public Service Announcement (PSA)

Middle School Description

**Project Description**

You will write and design a PSA to inform the public about a social justice issue from the past and today. You will present your PSA using Windows MovieMaker.

**Guidelines**

Your project must include all of the following:

* Photographs relating to the topic of choice. They need to be from a reliable website and you need to know that the image can be used for your PSA. Google images are not allowed.
* A script and/or written information for the video
* Factual information obtained from at least 3 different sources (internet, book, interview or article).
* A list of sources (where you got your information)
* The following questions should guide you:
  + What is the issue you are addressing?
  + When did this issue become known to society?
  + What organizations/people are/have helped with this issue?
  + What are/were the causes of the problem you are addressing?
  + What is the impact of this problem on society today?
  + What is or can be the solution? What can people do about this?

**Timeline**

The project is due Friday, April 4h. Your projects will be on display at the Inquiry Fair on Friday, April 11th.

In order to complete the project in time, we will adhere to the following timeline.

* Week of January 13: Decide on a topic and complete survey.
* January 20 through March 7: Research, take detailed notes and cite your sources in Edmodo. Write out a script of spoken parts (if applicable) or provide written parts in a storyboard format.
* Week of March 10 and March 17: Presentation of video to class. Classmates will make suggestions in written form.
* Week of March 24 and March 31: Revisions will be made. Self-evaluations will be conducted.
* Friday, April 4: Finalize projects, due end of this week.

April 11: Projects will be presented at the Inquiry Fair!

**Rubric for Evaluation:**

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| --- | --- | --- | --- | --- |
| Category | 4 | 3 | 2 | 1 |
| Followed  Checklist | The PSA includes all required elements as well as additional information. | All required elements are included. | All but ONE of the required elements are included. | Several required elements are missing. |
| Audience Appeal | The PSA engages the listener/ reader/ viewer and maintains interest from beginning to end. | The PSA catches the viewer’s attention at most times, but loses viewer attention at some point. | The PSA has moments of audience appeal, but it is brief. | The PSA has little to no audience appeal and viewers mostly ignore the message. |
| Content | The PSA is exceptionally rich in content and contains much factual information on the topic. | The PSA conveys some factual information on the topic. | The PSA conveys minimal factual information or provides misinformation. | The PSA conveys no factual information on the topic or all information is false. |
| Visual Appeal | The PSA is neat and the effects/ visuals are very powerful and add to the impact of the PSA. | Visuals and effects are apparent and add to the quality of the PSA. | Some visuals/ effects are evident, but they add little to the effectiveness of the PSA. | Very little visuals or effects were used in the PSA. |
| Originality/ Creativity | The PSA reflects and exceptional degree of students creativity and use of original ideas. | The PSA reflects students creativity and some original ideas. | The PSA reflects some creativity, but lacks originality (e.g. ideas copied from another source) | The PSA reflects a lack of creativity and originality. |
| Message Effectiveness | The combination of creativity, visuals, audience appeal, written and/or spoken elements are very effective in delivering a strong message about the topic. | The combination of creativity, visuals, audience appeal, written and/or spoken elements deliver a clear message about the topic. | The intent of the PSA is understood, but it has little motivational value. | The message is not clear in the PSA. |
| Sources | There were 3 or more credible sources of at least 2 different types. There was a slide for research and a slide for images. | There were 2 sources of information, but not of different types. OR there was only one slide for research and images. | There was only 1 source for research and images. | Resources weren’t included. |